

YOUNG LEADERS IN FINANCE AWARDS 2018

Public Relations/Communications Professional (Agency) of the Year

This award recognises the public relations/communications professional from an agency who has effectively demonstrated their role servicing client requirements and meeting the client's business needs, along with growing both their personal reputation and their company's presence.

Eligibility

This award is open to all public relations and communications professionals from an agency that services clients predominantly within financial services and based on activities over the 2017 calendar year.

All entrants must be aged 30 years or younger for the duration of the work being completed between 1 January 2017 and 31 December 2017.

Submission criteria and requirements

Please answer the following questions (400 words max per question):

- Detail your approach to public relations and communications and how it has positively influenced your client's business.
- Highlight the public relations/communications initiatives you have developed in your client's business, detailing the success of these initiatives.
- What has been your biggest success?
- What has been your biggest public relations / communications challenge and how did you overcome it?

Supporting documentation

Optional: Please include any supporting material in your submission so that the judges can consider it. This material can include references, testimonials, statistics, video, media coverage and financial or business metrics and/or statements and third-party independent data reports to support your submission.

We also encourage entrants to submit an optional short video - up to 30 seconds long - answering the question, **"What does success mean to you?"**

SCORE	RESPONSE
Score 1 – 2	<p>Did not meet submission requirements. Provided little to no relevant supporting documents. Did not meet expectations.</p>
Score 3 - 4	<p>Partially highlighted/demonstrated submission requirements. Provided little to no relevant supporting documents. Did not meet my expectations.</p>
Score 5 - 6	<p>Highlighted/demonstrated submission requirements. Provided relevant supporting documents. Met my expectations.</p>
Score 7 – 8	<p>Accurately highlighted/demonstrated submission requirements. Provided clear and relevant supporting documents Met my expectations.</p>
Score 9 – 10	<p>Accurately and concisely highlighted/demonstrated submission requirements Provided clear and relevant supporting documents Exceeded my expectations.</p>